GENERIC PRICED NAME TEST

The names to be tested are:

Non-menthol
*Philip Morris
*Chesterfield
*L&M
Belmont
Bristol
Lark
Rothmans
Princeton
Mark Ten
Mayfair
Derby
Best
Magna
Winfield
Summit
Concord
Peter Stuyvesant

set to style

Menthol
Alpine
Summit
North Pole
Belmont
Mark Ten
Philip Morris
Bristol
Chesterfield
Concord
Peter Stuyvesant

set

20 names

*= Name will be included in all cells

The non-menthol sample will consist of 500 smokers:

- 250 Generic Priced smokers
- 250 Branded Price Conscious smokers

The menthol sample will consist of 200 smokers (Generic Priced/Branded Price Conscious)

*Ten names will be tested per respondent.

Lou Sabo
Need MON
NOON

Melinda:
All Depart/
1 pack of each

2045625300